



ASX RELEASE

13 July 2017

Strong growth and continued acceleration into FY18

Highlights:

- **Active users have demonstrated a sustained and strong growth with the trend continuing.**
- **Q3 to Q4 experienced an 18% increase. The results were up by more than 56% year-on-year.**
- **Continued growth of monthly active users – currently more than 684,000 and growing. The Company sees this growth proportional to increasing revenues and market share.**
- **Tinybeans expects user growth to increase into FY18 as it leverages its corporate partnerships in a deeper joint integration.**

Parenting and family platform Tinybeans Group Limited ((**ASX: TNY**), “**Tinybeans**” or “the **Company**”) is pleased to announce that its user acquisition and activation rates have accelerated into the new financial year.

By 30 June 2017, Tinybeans had grown its registered user base to more than 1.77 million parents and family members.

More than 684,000 of these users were active on the Tinybeans platform during June.

These activity levels represent growth of 56% in Tinybeans’ monthly active users compared to June 2016. The near-term growth dynamics for the Company are even more positive, with monthly active users growing by more than 18% between March and June 2017.

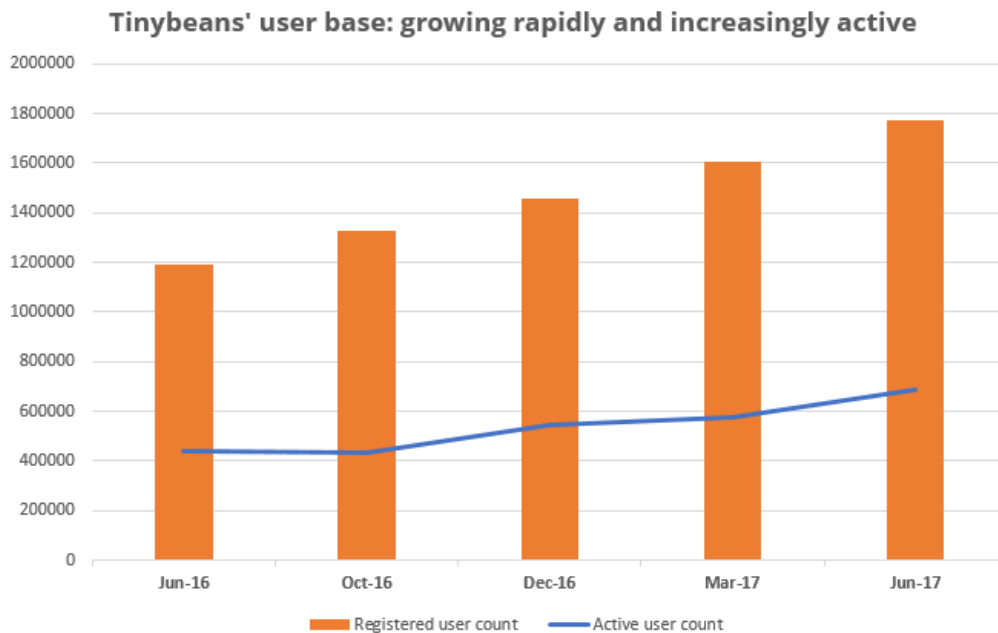
The chart on the following page shows the accelerating growth profile of Tinybeans’ registered and active user base.

Tinybeans Group Limited (ASX: TNY)

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The rising numbers of monthly active users directly correlates with the revenue the Company should receive from the products and services Tinybeans provides to parents through its platform.

The Company plans to expand its core marketshare substantially in 2018, with the expected user base increasing by millions in 2018.

Tinybeans Executive Chairman and CEO, Eddie Geller, commented:

"The average active user spends more than five minutes on the Tinybeans platform every day.

As the Company's loyal customer base continues to grow, the Tinybeans user base will represent an increasingly attractive and engaged audience for personalised content and product recommendations from carefully selected family or parenting brands. This should have a direct effect on the Company's revenue and valuation."

For more information, please contact:

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About Tinybeans Group Limited

Tinybeans Group Limited (ASX: TNY) owns and operates the established and globally trusted parenting utility platform Tinybeans.

Tinybeans is the safer way for parents to record and share precious moments and milestones with family and friends privately and securely. Founded in Sydney, Australia in 2012, Tinybeans has built a deeply engaged customer base and currently has more than 680,000 monthly active users and over 1,770,000 registered users.

Tinybeans provides parents with rich content about developmental milestones and offers parents products and services based on the age and developmental stage of their child. The Company currently generates revenue from premium subscriptions, advertising from brands, the sale of printed products and the sale of targeted usage data and market analytics.

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